

## ORDER



Orders Order / Rev: 169426  
 Alt Order #: 06378053  
 Product Desc: OBAMA 4 PRES:SKED A  
 Estimate: 2058  
 Flight Dates: 11/01/12 - 11/06/12  
 Original Date / Rev: 10/16/12 / 10/16/12  
 Order Type: GENERAL

WDJT-TV-LP  
 Primary AE: Matthew Norten  
 Sales Office: HDC  
 Sales Region: NAT

Agency Name: GMMB Greer Margolis Mitchell  
 Buying Contact: \_\_\_\_\_  
 Billing Contact: 1010 Wisconsin Ave. NW  
Washington, DC 20007

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

Advertiser Name: Poli/Obama for President  
 Demographic: A35+  
 Product Codes: PL Candidate  
 Priority: P-1  
 Revenue Codes: AGY, POL, CAND

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:15:00  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	97	\$92,605.00	\$78,714.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	97	\$92,605.00	\$78,714.25	0.00
<b>Totals</b>	<b>97</b>	<b>\$92,605.00</b>	<b>\$78,714.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	20%	\$92,605.00
Market	100%	\$463,025.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	1%	\$4,630.25
WISN	29%	\$134,277.25
WITI	32%	\$148,168.00
WMLW-	1%	\$4,630.25
WPXE	0%	\$0.00
WTMJ	16%	\$74,084.00
WVTW	1%	\$4,630.25
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	11/01/12	11/02/12	Morning News M-F 5a - 6a		5a - 6a	---TF--	:30	3	\$50.00	P-2	0.00	NM	3	\$150.00
		Start Date	End Date	Weekdays		Spots/Week	Rate		Rating						
		Week: 10/29/12	11/04/12	---TF--		3	\$50.00		0.00						
E 2	WDJT	11/05/12	11/06/12	Morning News M-F 5a - 6a		5a - 6a	MT-----	:30	3	\$50.00	P-2	0.00	NM	3	\$150.00
		Start Date	End Date	Weekdays		Spots/Week	Rate		Rating						
		Week: 11/05/12	11/11/12	MT-----		3	\$50.00		0.00						

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**WDJT-TV-LP**

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 31	WDJT	11/05/12	11/05/12	Mo 7p - 8p How I Met/Partners	CM	Mo 7pm - 8pm	1-----	:30	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1	\$6,000.00			0.00					
E 32	WDJT	11/05/12	11/05/12	Mo 8p - 9p 2 Broke Girls/Mike & Molly	CM	Mo 8p - 9p	1-----	:30	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1	\$6,000.00			0.00					
E 33	WDJT	11/05/12	11/05/12	Mo 9p - 10p Hawaii Five-O	CM	Mo 9p - 10p	1-----	:30	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1	\$6,000.00			0.00					
E 34	WDJT	11/01/12	11/01/12	Th 7p - 8p Big Bang/Two and Half Men	CM	Th 7p - 8p	---1---	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1	\$3,000.00			0.00					
E 35	WDJT	11/01/12	11/01/12	Th 8p - 9p Person of Interest	CM	Th 8p - 9p	---1---	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1	\$3,000.00			0.00					
E 36	WDJT	11/01/12	11/01/12	Th 9p - 10p Elementary	CM	Th 9p - 10p	---1---	:30	1	\$5,000.00	P-1	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1	\$5,000.00			0.00					
E 37	WDJT	11/02/12	11/02/12	Fr 7p - 8p Undercover Boss	CM	Fr 7p - 8p	----1--	:30	1	\$600.00	LUR	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1	\$600.00			0.00					
E 38	WDJT	11/02/12	11/02/12	Fr 8p - 9p CSI: New York	CM	8p - 9p	----1--	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1	\$1,500.00			0.00					
E 39	WDJT	11/02/12	11/02/12	Fr 9p - 10p Blue Bloods	CM	9p - 10p	----1--	:30	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1	\$6,000.00			0.00					
E 40	WDJT	11/03/12	11/03/12	SEC Prime Game SEC Prime Game 7p-10p	SPRT	7p-10p	-----1-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-		1	\$500.00			0.00					
E 41	WDJT	11/03/12	11/03/12	Sa 8p - 9p Crimetime Saturday	CM	8p - 9p	-----1-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-		1	\$500.00			0.00					
E 42	WDJT	11/03/12	11/03/12	Sa 9p - 10p 48 Hours	CM	9p - 10p	-----1-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-		1	\$500.00			0.00					
E 43	WDJT	11/04/12	11/04/12	Su 6p - 7p 60 Minutes	CM	6p - 7p	-----1	:30	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1	\$6,000.00			0.00					
E 44	WDJT	11/04/12	11/04/12	Su 7p - 8p The Amazing Race	CM	7p - 8p	-----1	:30	1	\$2,600.00	P-2	0.00	NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1	\$2,600.00			0.00					
E 45	WDJT	11/04/12	11/04/12	Su 8p - 9p The Good Wife	CM	8p-9p	-----1	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1	\$2,500.00			0.00					

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E 45	WDJT	11/04/12	11/04/12	Su 8p - 9p The Good Wife	CM	8p-9p	-----1	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1				\$2,500.00		0.00			
E 46	WDJT	11/04/12	11/04/12	Su 9p - 10p Mentalist	CM	9p-10p	-----1	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1				\$2,500.00		0.00			
E 47	WDJT	11/01/12	11/04/12	M-F Late News M-F Late News	CM	10p-1035p	---TF--	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		4				\$800.00		0.00			
<u>Spot</u> Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type															
3	WDJT	10/29/12-11/04/12	M-F Late News		10p-1035p										
		See MG 47.5,47.6													
4	WDJT	10/29/12-11/04/12	M-F Late News		10p-1035p										
		See MG 47.5,47.6													
5	WDJT	10/29/12-11/04/12	Sat Late News		10p-1035p										
		Ⓜ MG for 47.4,47.3													
6	WDJT	10/29/12-11/04/12	Sun Late News		10p-1035p										
		Ⓜ MG for 47.4,47.3													
E 48	WDJT	11/01/12	11/02/12	Letterman 1035p-1135p CM Letterman 1035p-1135p		1035p-1135p	---TF--	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2				\$200.00		0.00			
E 49	WDJT	11/05/12	11/05/12	Letterman 1035p-1135p CM Letterman 1035p-1135p		1035p-1135p	1-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1				\$200.00		0.00			
E 50	WDJT	11/01/12	11/02/12	Late Late 1135p-1235a CM Late Late 1135p-1235a	CM	1135p-1235a	---TF--	:30	2	\$25.00	LUR	0.00	NM	2	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2				\$25.00		0.00			
E 51	WDJT	11/05/12	11/05/12	Late Late 1135p-1235a CM Late Late 1135p-1235a	CM	1135p-1235a	1-----	:30	1	\$25.00	LUR	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1				\$25.00		0.00			
E 52	WDJT	11/03/12	11/03/12	Sat 1035p-1135p The Closer	CM	1035p-1135p	-----1-	:30	1	\$70.00	LUR	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-		1				\$70.00		0.00			
E 53	WDJT	11/03/12	11/03/12	Sat 1135p-1235a The Closer	CM	1135p-1235x	-----1-	:30	1	\$60.00	LUR	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-		1				\$60.00		0.00			
E 54	WDJT	11/04/12	11/04/12	1105p-1205a Castle	CM	1105p-1205a	-----1	:30	1	\$50.00	LUR	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1				\$50.00		0.00			
E 55	WDJT	11/04/12	11/04/12	NFL Today NFL Today	CM	NFL Today	-----1	:30	1	\$400.00	LUR	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1				\$400.00		0.00			
E 56	WDJT	11/04/12	11/04/12	NFL Early Game Regular NFL Early Game	CM	NFL Early Game	-----3	:30	3	\$2,000.00	P-2	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----3		3				\$2,000.00		0.00			
E 57	WDJT	11/04/12	11/04/12	NFL Late Game Regular NFL Late Game	CM	NFL Late Game Re-----3	:30			\$3,000.00	P-2	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----3		3				\$3,000.00		0.00			

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NFL Late Game Regular Season															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	-----3		3	\$3,000.00	0.00							
E 58	WDJT	11/03/12	11/03/12	SEC Afternoon Game	CM	Fri 130p-5p/Sat 11r-----3-		:30	3	\$250.00	LUR	0.00	NM	3	\$750.00
				SEC Afternoon Game		(2:00 PM-5:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	-----3-		3	\$250.00	0.00							
													Totals	97	\$92,605.00